

**Anchorage Downtown Partnership, Ltd.**

# **2008 Pinnacle Sponsors:**





Anchorage Downtown Partnership, Ltd.

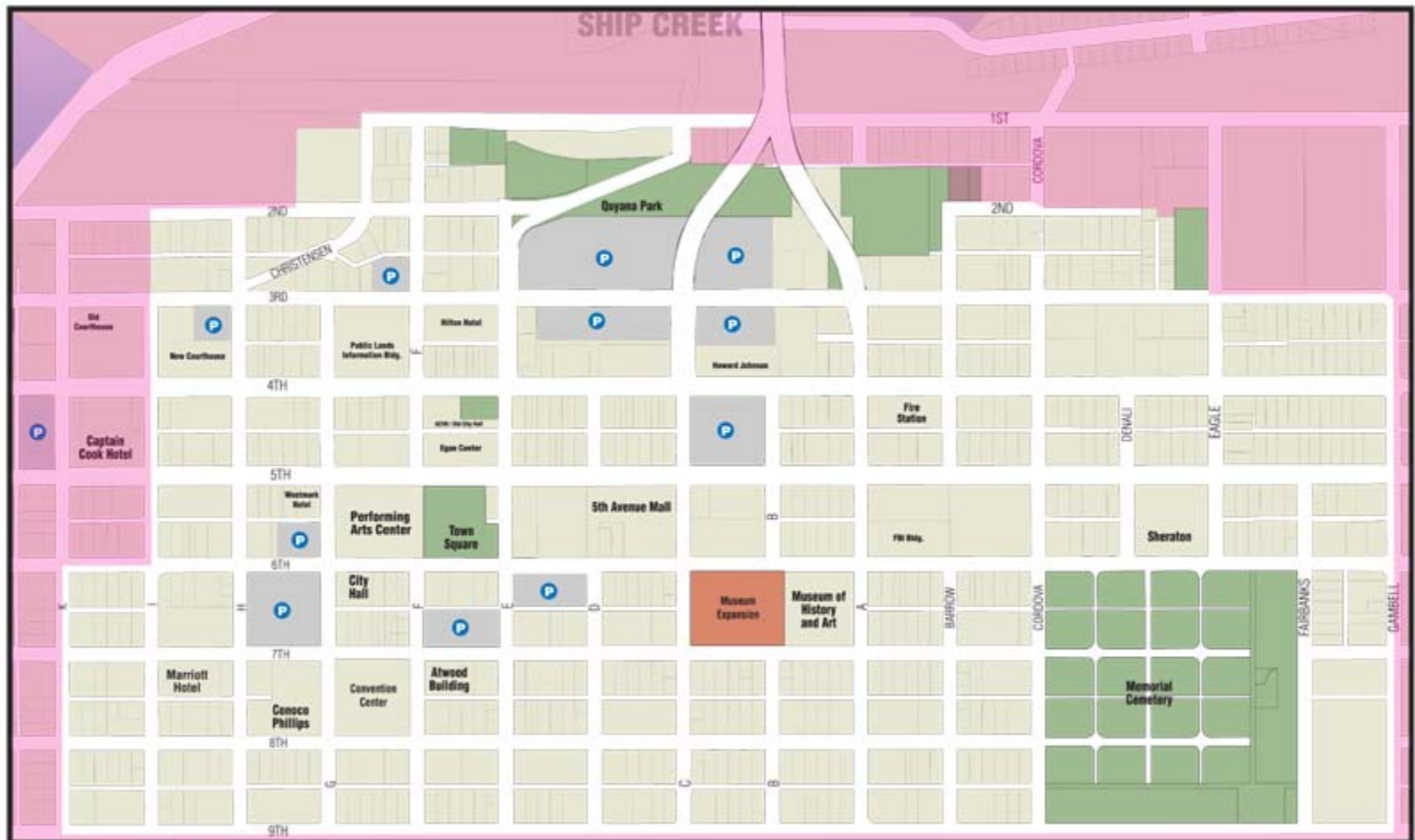
# 2008 Cornerstone Sponsors:



A stylized graphic of a mountain range with several peaks of varying heights, rendered in shades of green and blue against a light green background with a fine grid pattern.

**Welcome to the**  
**Anchorage Downtown Partnership, Ltd.**  
**2008 Annual Meeting**

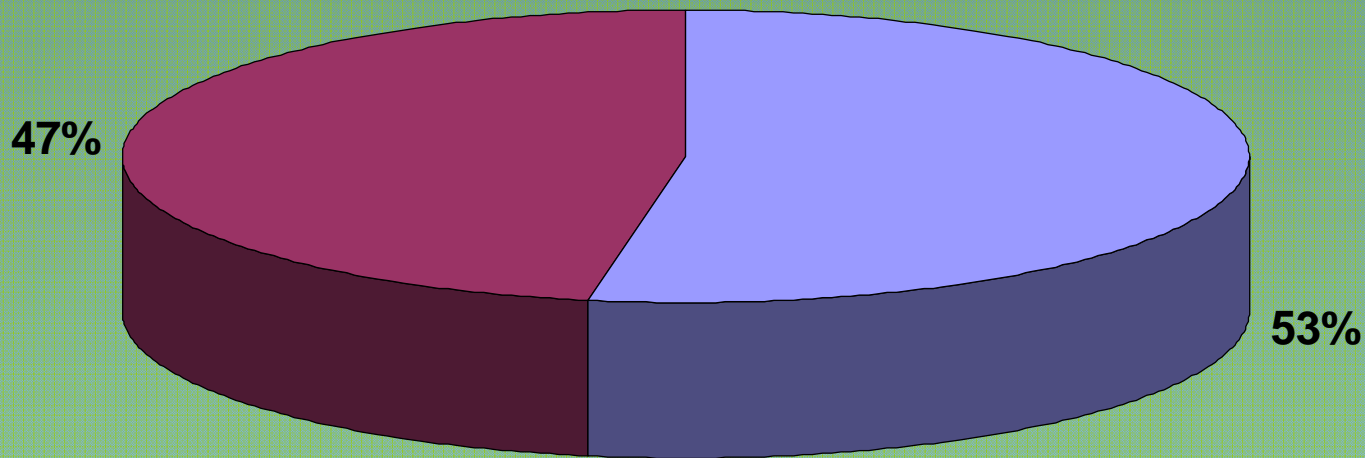
# The Downtown Improvement District



Anchorage Downtown Improvement District

# 2008 Assessment VS. Non-assessment Revenues

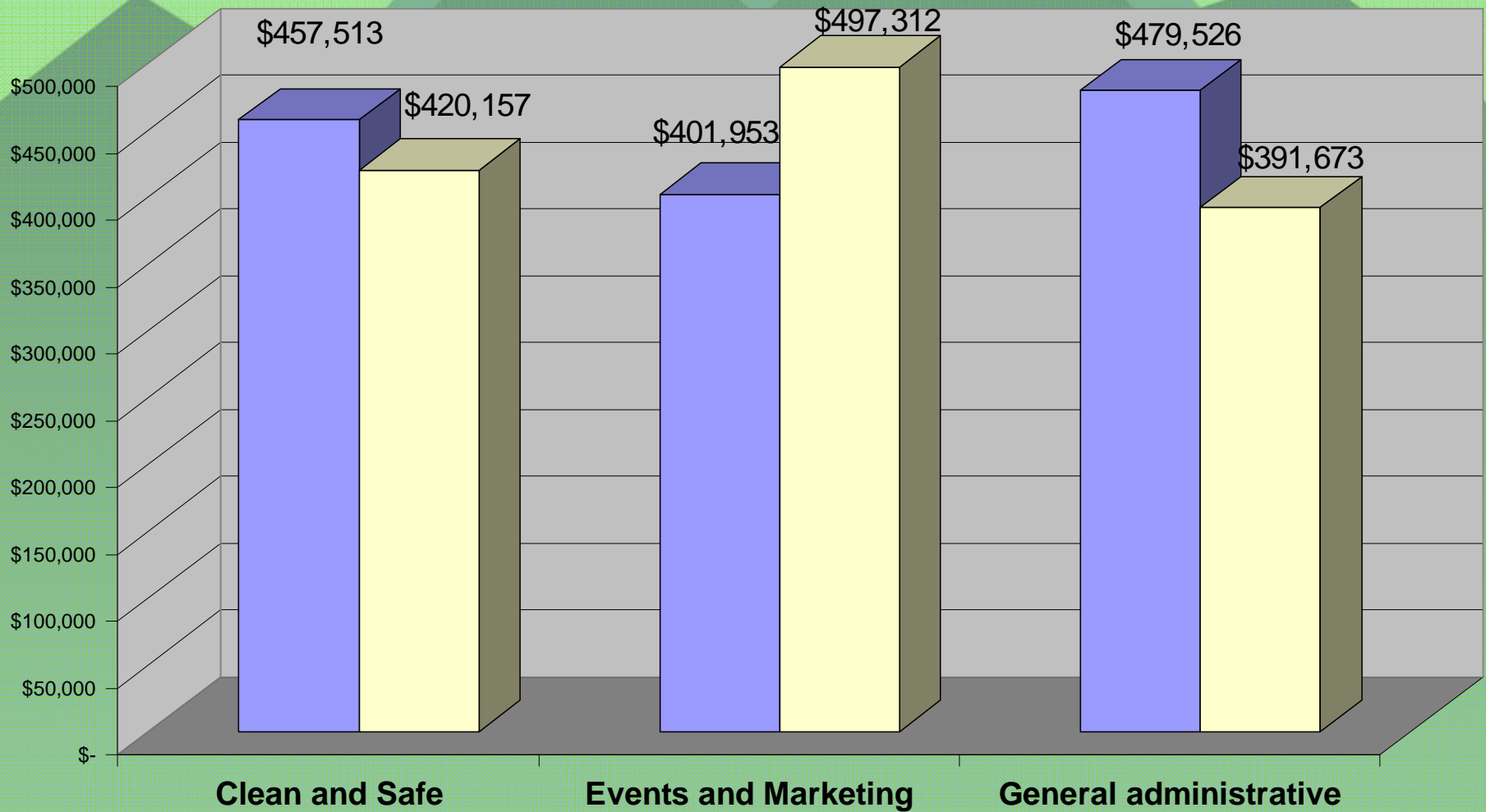
TOTAL: \$1,440,384



■ Total assessment revenue ■ Total other revenues

# 2008 VS. 2007 Expenses by program

TOTAL: \$1,338,992



# 2008 VS. 2007 Expenses by program

	Clean & Safe	Events & Marketing	Totals	General & Admin	TOTAL
Personnel	\$37,117	-\$21,936	\$15,181	-\$17,363	-\$2,182
Communications	\$1,417	\$99	\$1,516	\$212	\$1,728
Facilities	\$6,273	-\$6,736	-\$463	\$43,740	\$43,277
Contract and professional fees	-\$755	-\$60,748	-\$61,503	-\$1,302	-\$62,805
Equipment and repairs	-\$17,352	-\$803	-\$18,155	\$225	-\$17,930
Supplies	\$850	\$5,440	\$6,290	\$7,152	\$13,442
Travel and training	\$410	\$0	\$410	-\$5,427	-\$5,017
Other	\$9,396	-\$10,675	-\$1,279	\$54,242	\$52,963
Depreciation	\$0	\$0	\$0	\$6,374	\$6,374
Total expenses	\$37,356	-\$95,359	-\$58,003	\$87,853	\$29,850

## 2008 VS. 2007 Equipment Expenses

	2008	2007
Equipment	\$ 126,248	\$ 77,700
Vehicles	\$ 21,730	\$ 21,730
Capital lease improvements	\$ 36,774	\$ -
Total property and equipment	\$ 184,752	\$ 99,430
Less accumulated depreciation	\$ (75,376)	\$ (81,302)
Property and equipment, net	\$ 109,376	\$ 18,128



# 2008 Sponsorships

	Cash	In Kind
Pinnacle Sponsor ConocoPhillips	\$20,000	\$500
Pinnacle Sponsor ACDA	\$50,000	
Museum: Brochure Printing	\$1,000	
TATI Broadcasters radio advertising		\$20,000
ADN		\$5,000
Anchorage Press		\$20,000
KTUU Channel 2		\$8,000

## 2008 Event Sponsorships

	Cash	In Kind
Gallery of Ice	\$14,500	\$8,000
Ice Rink Activities	\$21,500	
Restaurant Month	\$1,300	
Summer in the City	\$62,000	\$6,785
Destination Downtown	\$1,773	
Salmon in the City	\$14,600	
We're In Celebration	\$43,000	\$2,000
Canopy Rentals, Jan - Dec	\$9,330	
Holiday Tree Lighting	\$15,800	\$1,114
Window Decorating Contest	\$5,150	
New Years Eve Celebration	\$77,812	\$58,874
<b>Total Funds:</b>	<b>\$284,615</b>	<b>\$135,423</b>

# 2008 Marketing

## Radio

Skywatch Traffic

Winter Center, Salmon in the City, Downtown Dining

TATI Broadcasting

Coverage on 5 stations for Summer in the City, Holiday Tree Lighting, New Years Eve, Winter Wednesdays.

## Newspaper

ADN

Heart of Anchorage Ads, Summer in the City Ads, Statehood Celebration full page insert, Salmon in the City insert w/editorial, event coverage w/photos include Summer in the City, Statehood Celebration, Holiday Tree Lighting, Gallery of Ice and New Years Eve.

ADN Calendar listings for all events.

Anchorage Press

Weekly ¼ pg. ad for events & membership

## Television

KTUU Channel 2

\$5000 air match for New Years Eve and live broadcast of NYE, live broadcast at Holiday Tree Lighting.

## Printed Materials

ACVB Visitor Center

Brochure and Summer in the City Rack Card, ACVB Spring Newsletter insert (1600) for the Things to Do in Downtown Anchorage brochure.

Things to Do Brochure:

Distributed throughout Anchorage by Anchorage Brochure Distributors and in Hotel Concierge desks & racks. Also delivered at FAM tours with tour companies (Holland, Premier, Royal Celebrity, Princess)

Alaska Magazine

Calendar

Parks and Rec Activity Guide:

Full page ad for the Town Square Winter Center.

A stylized graphic of a mountain range with several peaks of varying heights, rendered in a dark green color. The background is a lighter green with a fine, repeating pattern of small dots. The text "LOOKING AHEAD..." is centered in the middle of the image in a white, sans-serif font.

LOOKING AHEAD...

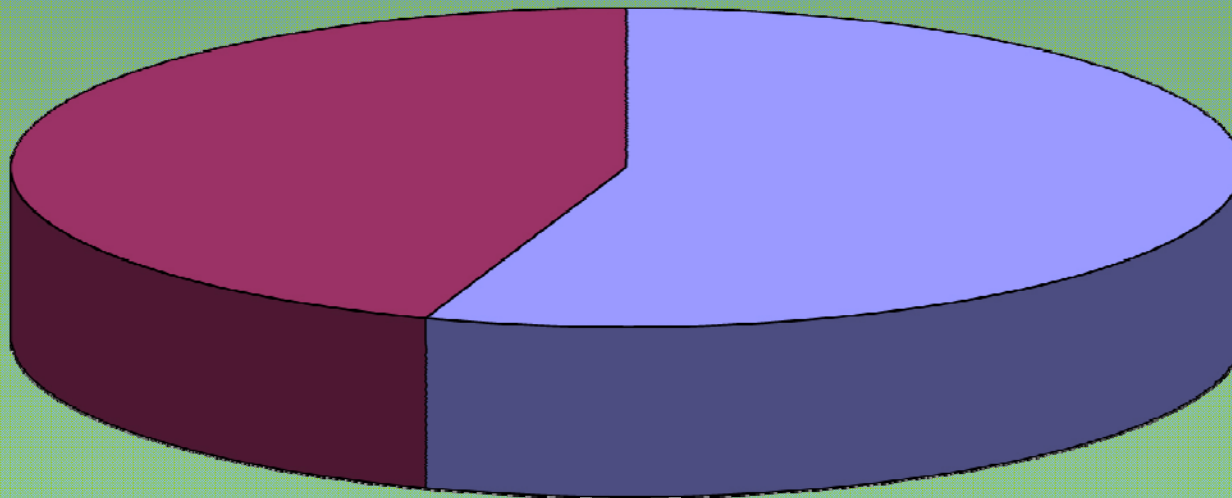
ANCHORAGE DOWNTOWN PARTNERSHIP, LTD.  
2008 ANNUAL MEETING

# 2009 ADP Revenue Sources

**TOTAL REVENUE: \$1,301,550**

Non-Assessment Revenue (41%)

\$521,550



Assessment Revenue (59%)

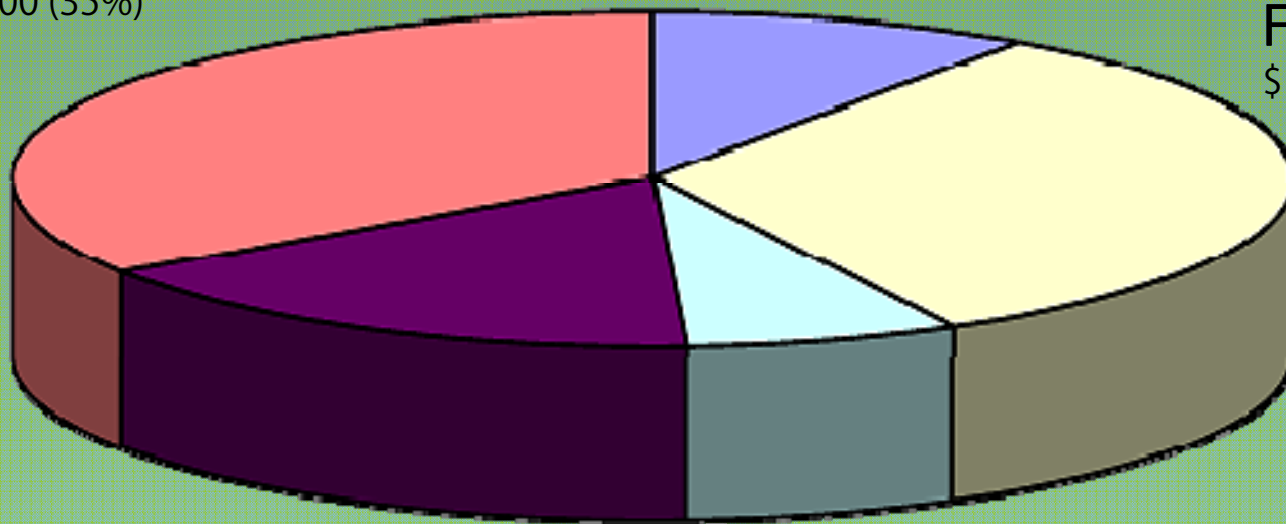
\$780,000

# 2009 Non-Assessment Revenue Sources

Event Revenue  
\$180,000 (35%)

Membership Dues  
\$50,000 (10%)

Fee-In-Lieu  
\$169,500 (32%)

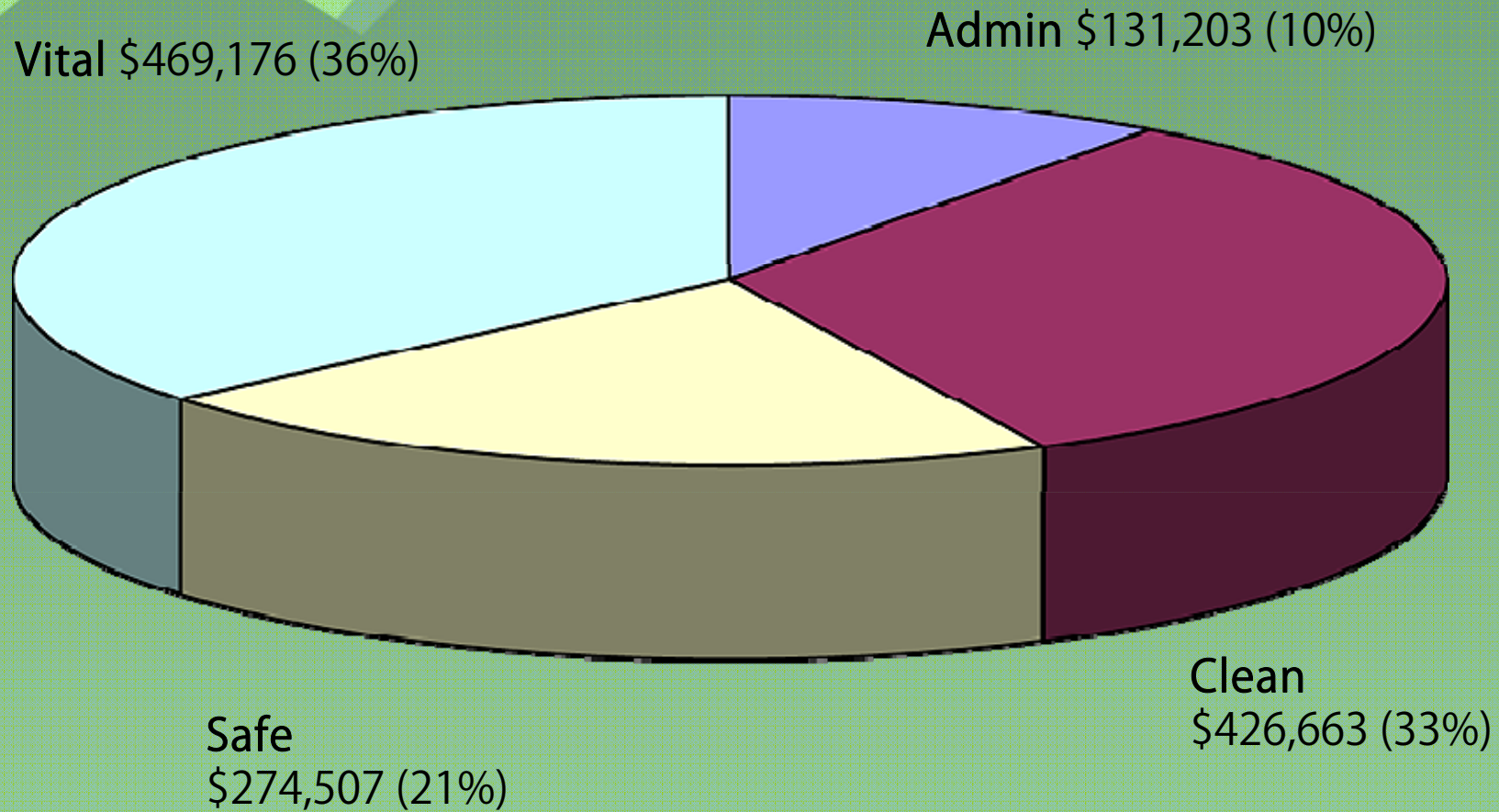


Sponsorship  
\$85,050 (16%)

Contracts  
\$37,000 (7%)

# 2009 ADP Expenses

## TOTAL EXPENSES: \$1,301,550



## 2002 - 2009 Comparisons

STAFFING	2002	2009
Management Team	(6) Total	(5) Total
Event Coordination	\$50,000+ Contract	In-house (Cheri)
Clean Ambassadors	(2) Total	(1) Maintenance Supervisor & (6) Full-time employees <i>Add'l labor through Community Work Service</i>
Safe Ambassadors	(5) Total	(1) Security Supervisor & (4) Full-time employees
Hospitality Ambassadors/Greeters		(3) Part-time summer greeters
Clean & Safe Coverage	5 days/wk Clean 6 days/wk Safe	7 days/wk Clean 7 days/wk Safe
Volunteer Hours		Community Work Service hours (241) for 2006; (326) for 2007; and (748) for 2008

# 2009 Strategic Priorities

## 1) Renewal of the DID in 2010

- (a) Engage property owners, policymakers in renewal effort
- (b) Modify DID boundaries to address inequities

## 2) Marketing & communications improvements

- (a) Need to expand awareness of ADP and DID
- (b) Work with strategic partners to better market downtown

## 3) Further improve service delivery

- (a) Further efficiencies & new technologies to improve service delivery
- (b) Improvement measurement & data collection

## 4) Continue advocacy efforts on downtown issues

- (a) Parking
- (b) Downtown development / Title 21
- (c) Public safety